



Health-e-App Public Access

Update about the on-line application for the Healthy Families Program

November 2011

Health-e-Application (Health-e-App) continues to demonstrate the impact information technologies can have on improving access to, and streamlining the business processes of public health programs.

Health-e-App is used throughout California to apply for and enroll eligible children in the Healthy Families Program and screen to the Medi-Cal for children and pregnant women programs.

In December 2010, Health-e-App became publicly accessible, allowing applicants to log in from home, work, a library, or other public location to complete the application on their own. It is available in English and Spanish.

In early 2012, Health-e-App functionality will expand the ability to complete the Healthy Families Annual Eligibility Review, Add a Person, and Program Review processes online. The ability to request Continued Enrollment during an appeal is another new functionality.



Making the case

Health-e-App offers a secure, speedy, and consumer-friendly way to apply for the Healthy Families Program. It provides better quality and more complete application data and a streamlined enrollment process.

Health-e-App offers:

- Automated error checking and computation of income and deductions;
- Real-time preliminary program eligibility determination;
- Ability to scan and upload required documentation for a public user;
- Online search and selection of providers and health, dental, and vision plans;
- Electronic payment of premiums;
- Electronic signatures;
- Confirmation of application submission;
- A toggle between English and Spanish versions; and
- Americans with Disabilities Act (ADA) compliance.

Visit www.HealthEApp.net



Health-e-App Data: December 2010 – October 2011

**Total Health-e-Applications
Processed**

88,181



Apps forwarded to
HFP

62,292 71%

Apps forwarded to
MC

20,229 23%

Apps forward to Both

5,660 6%

88,181



English

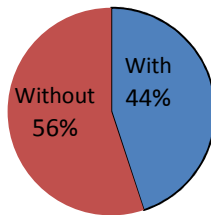
77,057

Spanish

11,124

(This represents 156,326 children)

Application Assistance



English
Apps

Avg FPL:
146.9%

Avg #Child.:
1.74

Spanish
Apps

Avg FPL:
127.8%

Avg #Child.:
1.94

Profile of Applicants:

91.7% Female
8.3% Male

61.6% 30 - 49 Years
31.6% 19 - 29 Years
5.6% 50 - 64 Years

75.4% Submitted App 8 – 5, M - F
24.6% Submitted App During Non-Bus. Hrs.

56.0% Did Not Provide an e-mail Address
43.0% Provided an e-mail Address

98.3% Did Not Provide a Cell Ph. #
1.7% Did Provide a Cell Ph. #

HFP:

For all eligible applications the avg. FPL is 159% and the avg. # of children per application is 1.69.

Top 3 Counties Based on HFP Enrollment - Health-e-App Submissions for October 2011

(State-wide average is 31.1% HeApp, 68.9% Paper)

**Los
Angeles**

•HeApp 27.7%
•Paper 72.3%

Orange

•HeApp 37.7%
•Paper 62.3%

Riverside

•HeApp 40.9%
•Paper 59.1%

Health-e-App Submissions by User

Public:

5,040 59%

Certified Application Assistant:

3,444 41%

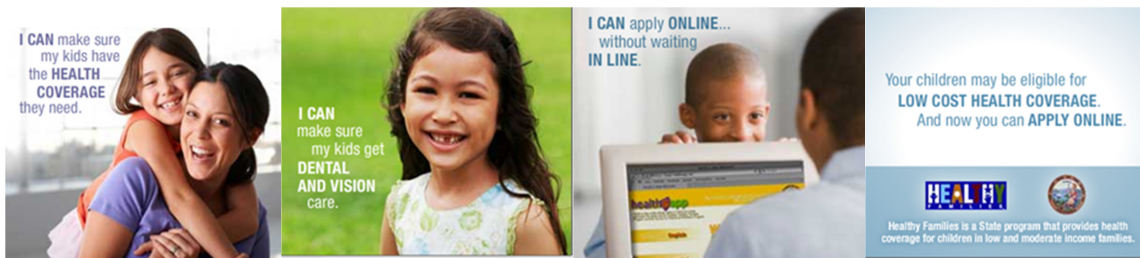
HeApp Outreach

A modest outreach campaign went public on July 6, 2011 with financial support from the California HealthCare Foundation, The California Endowment, David and Lucile Packard, and the Tides Foundations. There are early indications that the campaign is increasing the amount of traffic (visitors) to the Health-e-App website and the number of electronic applications submitted for the Healthy Families Program.

Sample Outreach Advertisements:

Internet ads: The campaign developed and placed 6 different display ads, 2 videos, and search text ads:

- ✓ “I Can” (3 different banner sizes)
 - Microsoft ad network
 - Yahoo ad network



Print ads: The campaign developed and placed 2 different print ads:

- ✓ Dr. Aliza – Piensa Digital (La Opinion and El Mensajero)

A print advertisement for Dr. Aliza's 'Piensa Digital' campaign. On the left, a photo of Dr. Aliza, a woman with blonde hair wearing a white lab coat, sitting at a desk with a laptop. The laptop screen displays the Health-e-App website. To the right of the photo, the text reads: 'PIENSA DIGITAL...ASEGURE QUE SUS HIJOS TENGAN COBERTURA MÉDICA'. Below this, it says: 'Sus hijos pueden ser elegibles para recibir COBERTURA MÉDICA DE BAJO COSTO de Healthy Families y ahora puede solicitar vía internet.' and 'Para saber si es elegible, visite www.HealthEApp.net'. At the bottom, there is a grey banner with the Healthy Families logo, the text 'Healthy Families es un programa del Estado que ofrece cobertura médica para niños de familias de bajos ingresos y de clase trabajadora. Su información es confidencial.', and logos for 'La Opinión', 'UNIVISION', and 'VIDA Y SALUD'.

Independent Evaluation


Given both its promising start and future potential, many stakeholders within and outside California want to gain an understanding of Health-e-App Public Access (HeA-PA) implementation, including who uses the tool, how satisfied users are, and whether and how HeA-PA impacts program enrollment. In response, the California HealthCare Foundation and the David and Lucile Packard Foundation are supporting a study of HeA-PA's first year, from December 2010 to December 2011 in collaboration with MRMIB. The study's main objectives are to:

- Compare application and enrollment via HeA-PA with other available application options;
- Examine the strengths and weaknesses of HeA-PA functionality;
- Assess the effects of the outreach campaign on HeA-PA use and enrollment; and
- Identify lessons learned and potential improvements, including those that may be applicable to the implementation of the online enrollment portal in the Affordable Care Act.

A series of topical research briefs for broad dissemination:

Health-e-App Research topics will be addressed by the series of briefs, released through 2012, and will include the results of voluntary survey questions incorporated into Health-e-App such as user experience, access to technology, and how the applicant learned about Health-e-App.

The intended audience for all the briefs is wide and diverse, including California, federal, and state policymakers, national advocacy groups, and other funders of children's coverage efforts. MRMIB also expects the findings may be of interest to specific states, most notably those who will opt to operate state Health Insurance Exchanges.



The IT Guidance released by the Centers for Medicare & Medicaid Services (CMS) in May 2011 specifically calls for systems that provide a high-quality customer experience, maximize self-service, reach a high degree of online use, and generate data for evaluation and ongoing improvement in program delivery and outcomes (CMS, "Guidance for Exchange and Medicaid Information Technology (IT) Systems," Version 2.0. May 2011).

